

The Village of Key Biscayne Community Survey Results

by
Leisure Vision
a division of ETC Institute

May 2002

Agenda

-) Purpose
-) Methodology
-) Findings
-) Questions

Purpose

To gather statistically valid input from the community about the need for and feasibility of a Community Center in the Village of Key Biscayne

-) Is there really a need?
-) If so, what will people use and how often?
-) How much will they pay?

Resident Survey Methodology

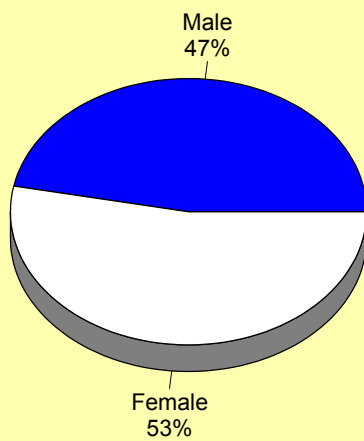
-) random sample of 404 households
-) administered by phone
-) 12 minutes in length
-) 73% of the household contacted participated
-) conducted May 15-25, 2002
-) 95% level of confidence; precision +/-4.8%

Demographics

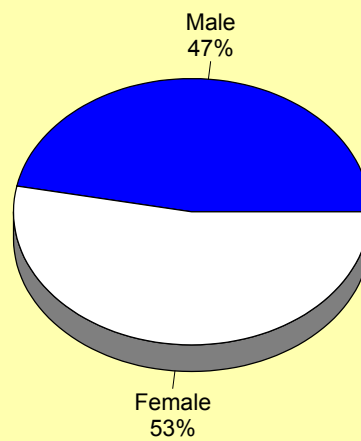
Demographics: Gender

by percentage of respondents

SAMPLE



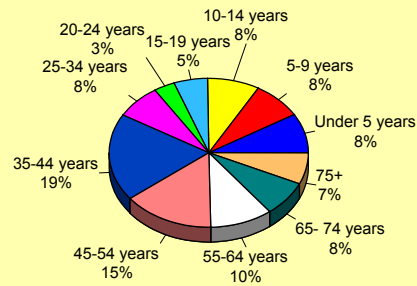
2000 Census



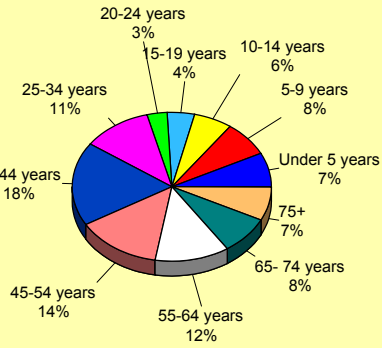
Demographics: Ages of Household Occupants

by percentage of all occupants in the households surveyed

SAMPLE



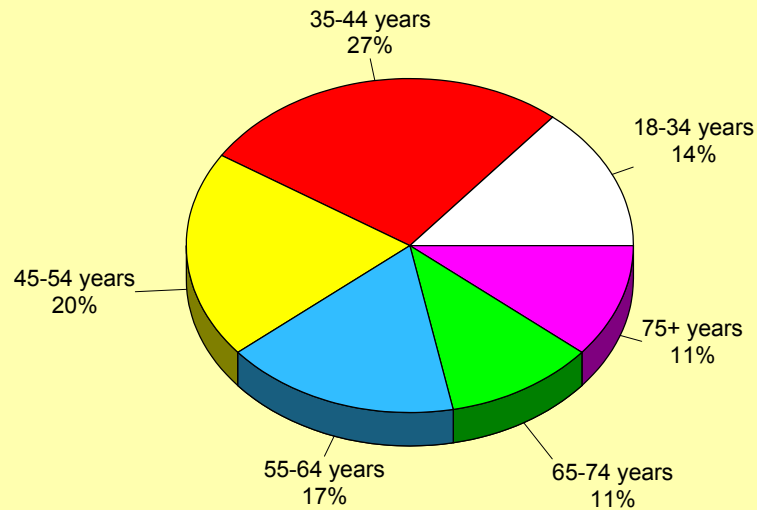
2000 Census



Source: Leisure Vision/ETC Institute (May 2002)

Demographics: Ages of Respondents

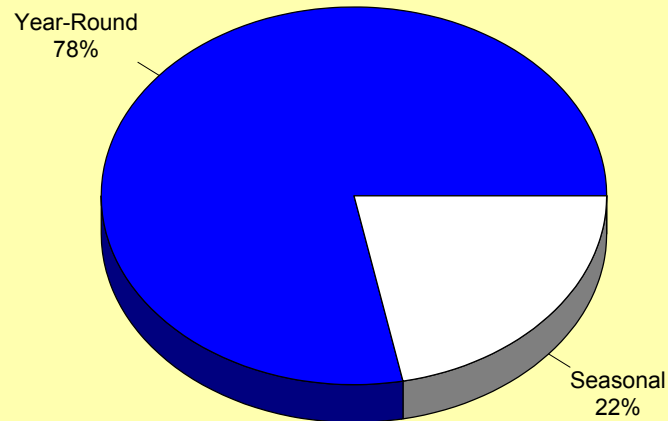
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

Demographics: Year-Round vs. Seasonal Residents

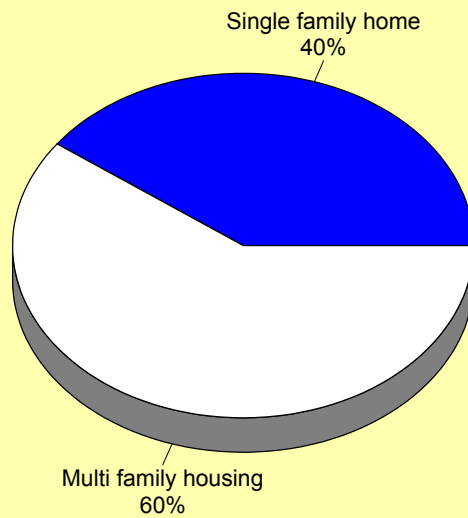
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

Demographics: Type of Housing

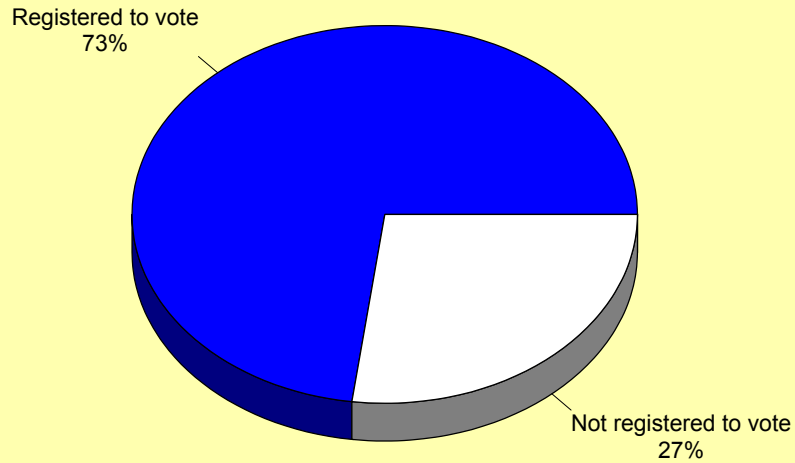
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

Demographics: Are You Registered to Vote in the Village of Key Biscayne?

by percentage of household occupants



Source: Leisure Vision/ETC Institute (May 2002)

Task 1:

***Assess the Need for New
Recreational Facilities in
Key Biscayne***

Source: Leisure Vision/ETC Institute (May 2002)

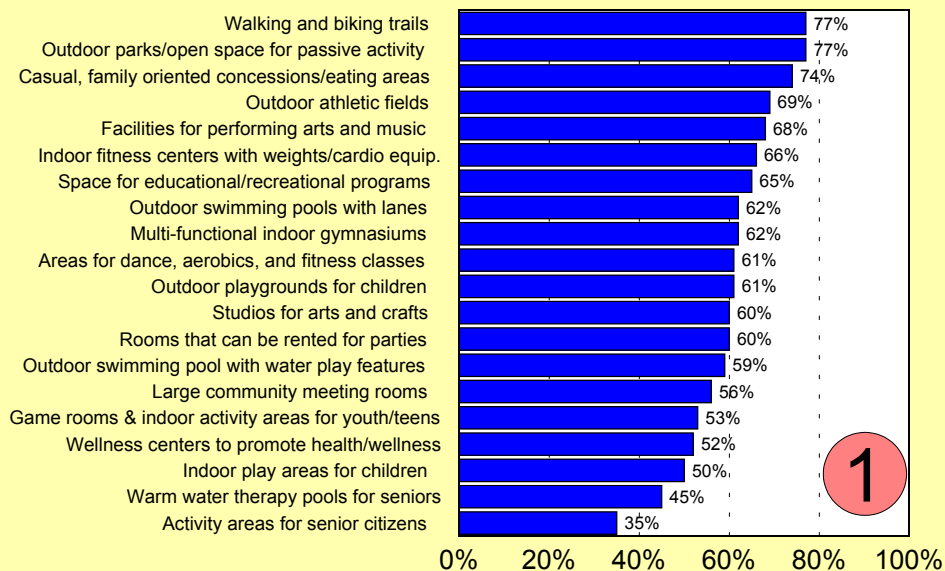
Methodology for Assessing the Need for New Recreation Facilities

1. how many households need various recreation facilities?
2. how well are needs being met by existing recreation facilities?
3. what level of priority do residents place on the development of various recreation facilities?

Source: Leisure Vision/ETC Institute (May 2002)

Percentage of Key Biscayne Households Who Have a Need for Various Types of Recreation Facilities

by percentage of respondents

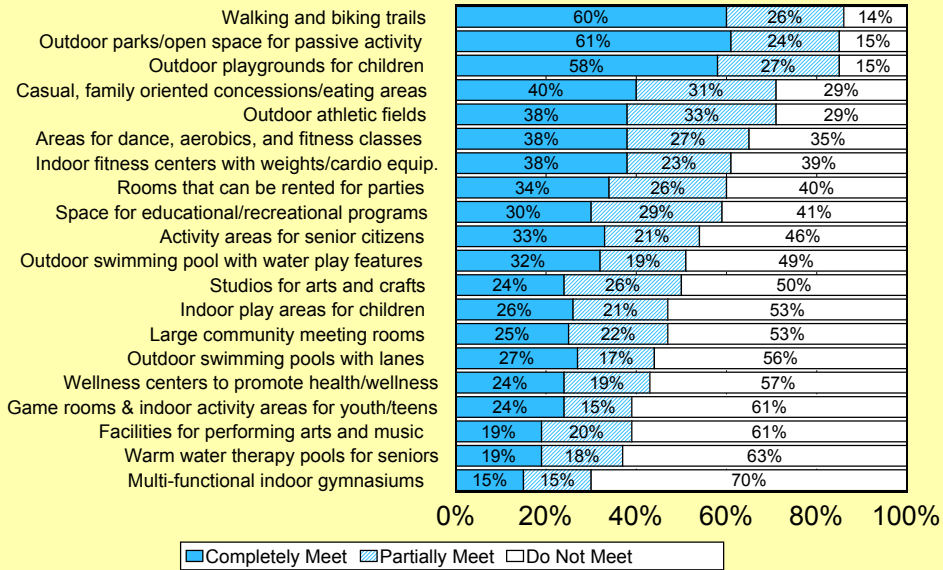


Source: Leisure Vision/ETC Institute (May 2002)

1

How Well Existing Recreation Facilities in the Key Biscayne Area Meet the Needs of Residents

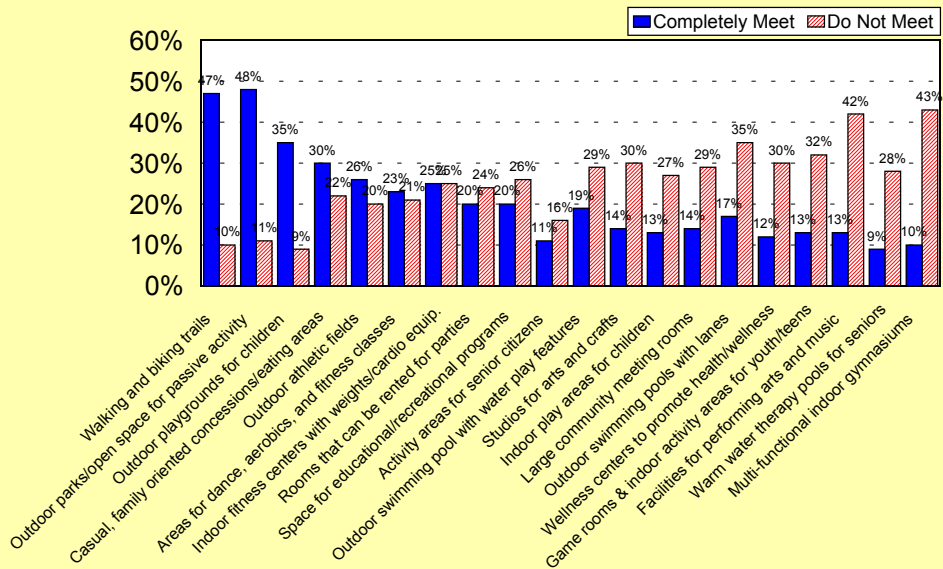
by percentage of respondents whose household has a need for the facility



Source: Leisure Vision/ETC Institute (May 2002)

How Well Existing Recreation Facilities in the Key Biscayne Area Meet the Needs of Residents

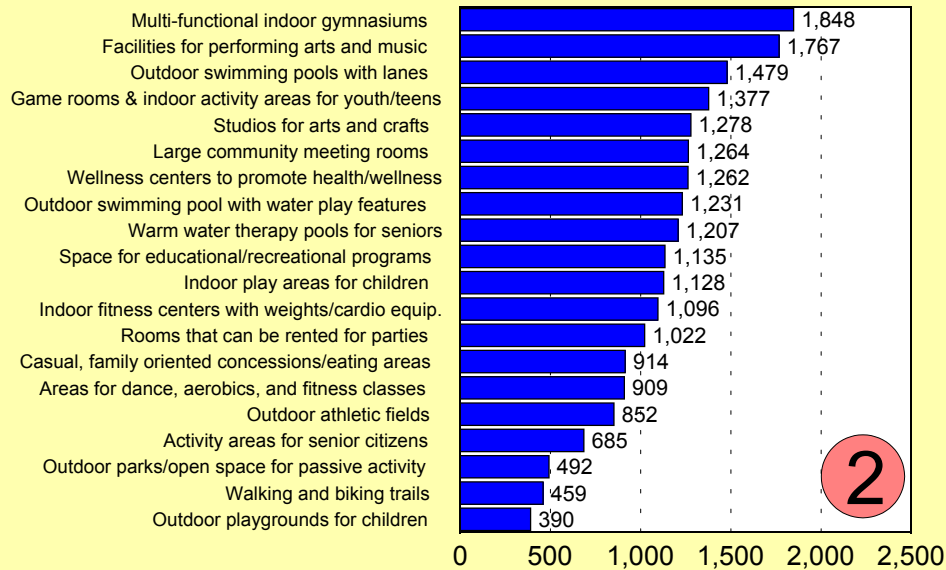
by percentage of all respondents



Source: Leisure Vision/ETC Institute (May 2002)

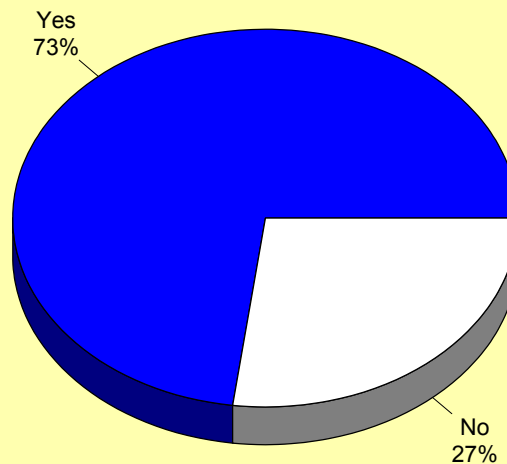
Estimated Number of Key Biscayne Households Whose Needs for Various Recreation Facilities Are Not Being Met at All

survey results applied to 4,259 households according to the 2000 U.S. Census



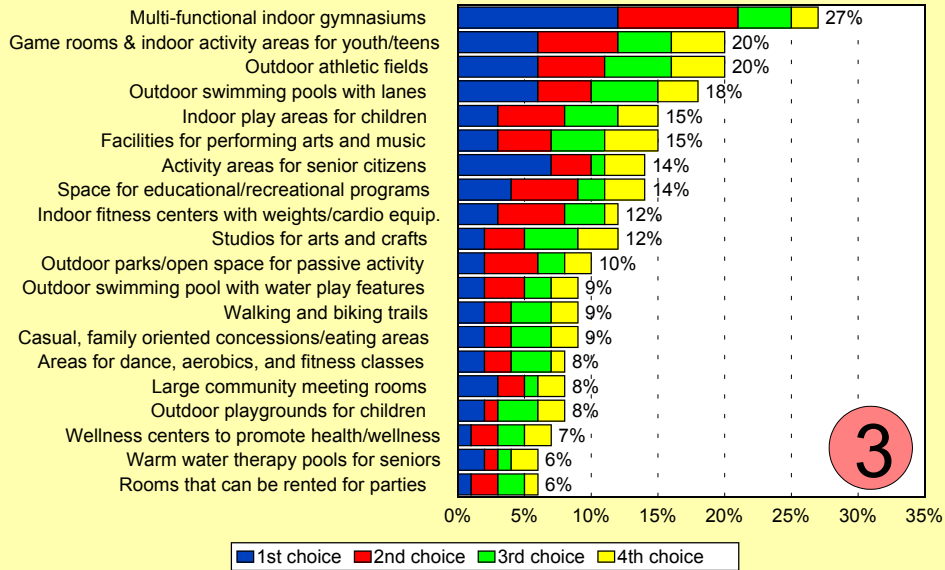
Percentage of Key Biscayne Residents Who Think It Is Important for the Village to Develop New Recreation Facilities of Some Kind

by percentage of respondents who pick at least one recreational facility as being important to develop



Recreation Facilities that Key Biscayne Residents Think Are Most Important to Develop

by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (May 2002)

Comparative Ratio Analysis for Assessing Community Recreation Priorities

Recreation Facility	(1) % of Household Who Need Facility (weight=1)	(2) % of Household Whose Needs Are Not Met at All (weight=1)	(3) % of Households Who Selected the Facility as a Top Priority for New Development (weight=3)	Total Score	Rank
Multi-functional indoor gymnasiums	1.8	4.7	4.5	20.0	1
Game rooms & indoor activity areas for youth/teens	1.5	3.5	3.3	14.9	2
Outdoor swimming pools with lanes	1.8	3.8	3.0	14.6	3
Outdoor athletic fields	2.0	2.2	3.3	14.1	4
Facilities for performing arts and music	1.9	4.5	2.5	13.9	5
Indoor play areas for children	1.4	2.9	2.5	11.8	6
Space for educational/recreational programs	1.9	2.9	2.3	11.7	7
Studios for arts and crafts	1.7	3.3	2.0	11.0	8
Indoor fitness centers with weights/cardio equip.	1.9	2.8	2.0	10.7	9
Activity areas for senior citizens	1.0	1.8	2.3	9.7	10
Outdoor swimming pool with water play features	1.7	3.2	1.5	9.4	11
Casual, family oriented concessions/eating areas	2.1	2.3	1.5	8.9	12
Large community meeting rooms	1.6	3.2	1.3	8.7	13
Outdoor parks/open space for passive activity	2.2	1.3	1.7	8.6	14
Wellness centers to promote health/wellness	1.5	3.2	1.2	8.3	15
Areas for dance, aerobics, and fitness classes	1.7	2.3	1.3	7.9	16
Walking and biking trails	2.2	1.2	1.5	7.9	16
Warm water therapy pools for seniors	1.3	3.1	1.0	7.4	18
Rooms that can be rented for parties	1.7	2.6	1.0	7.3	19
Outdoor playgrounds for children	1.7	1.0	1.3	6.6	20

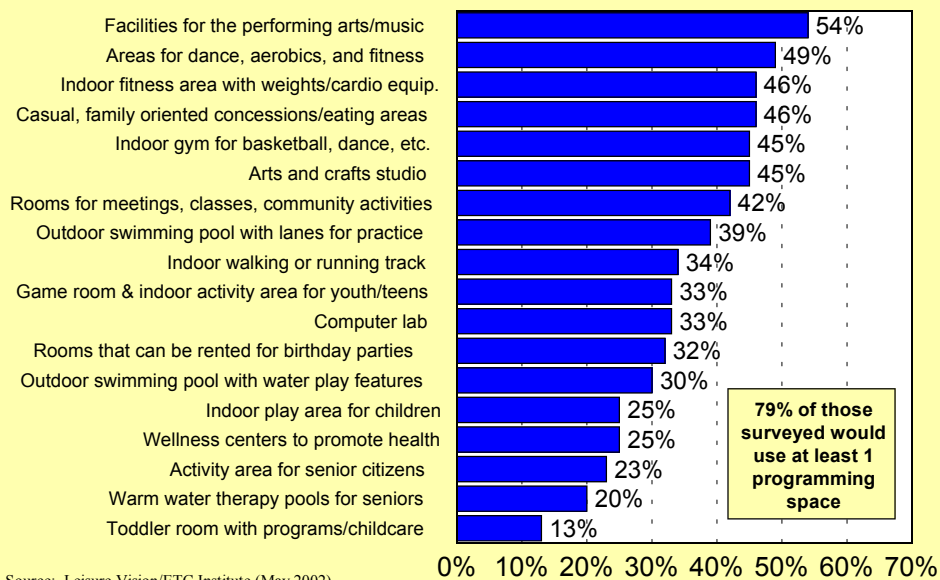
Source: Leisure Vision/ETC Institute (May 2002)

Task 2:

Assess Potential Usage of a New Community Center

Percentage of Key Biscayne Households Who Would Use Various Programming Spaces in a New Community Center

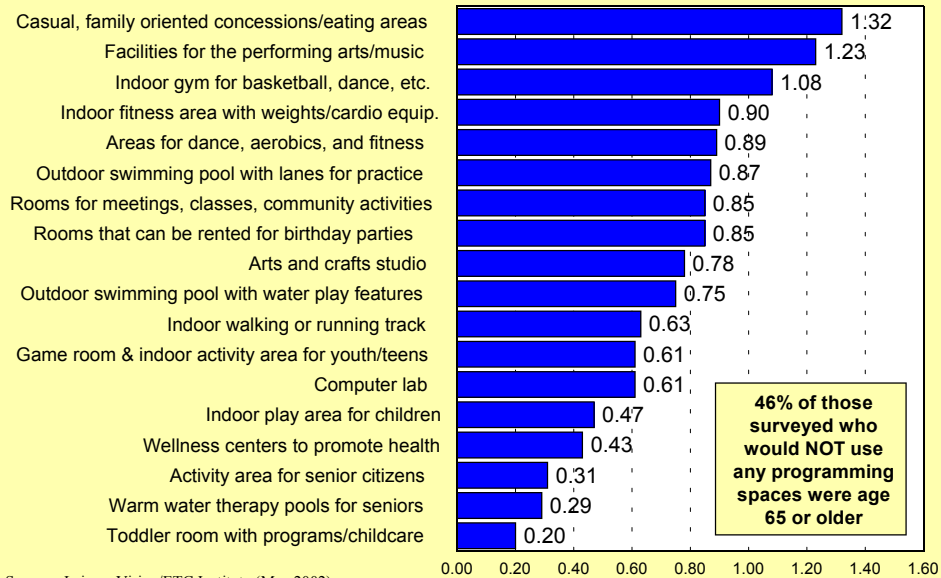
by percentage of respondents with at least 1 person in the household who would use the space



Source: Leisure Vision/ETC Institute (May 2002)

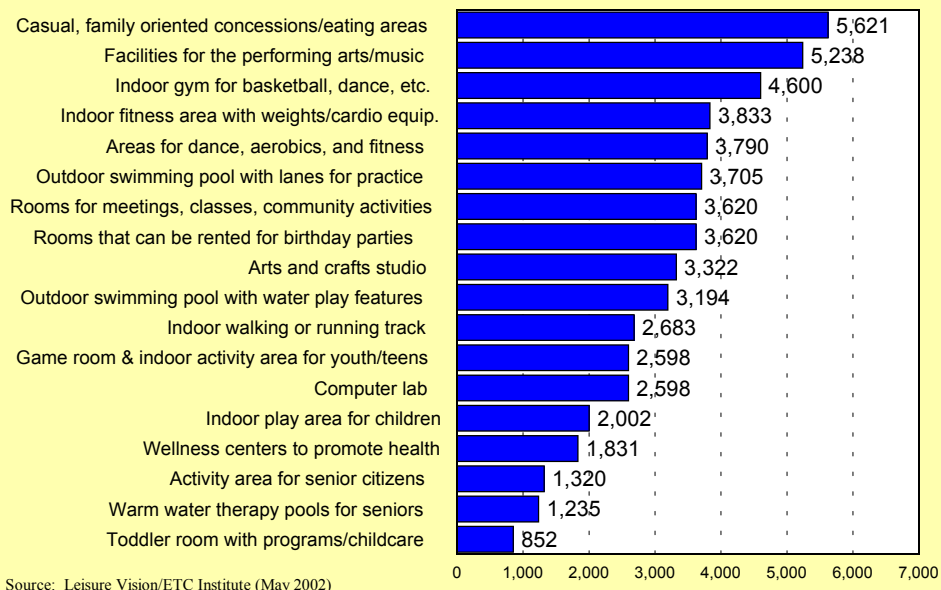
Mean Number of Key Biscayne Residents Per Household Who Would Be Interested in Using Various Programming Spaces in a Community Center

mean number of participants in all households surveyed



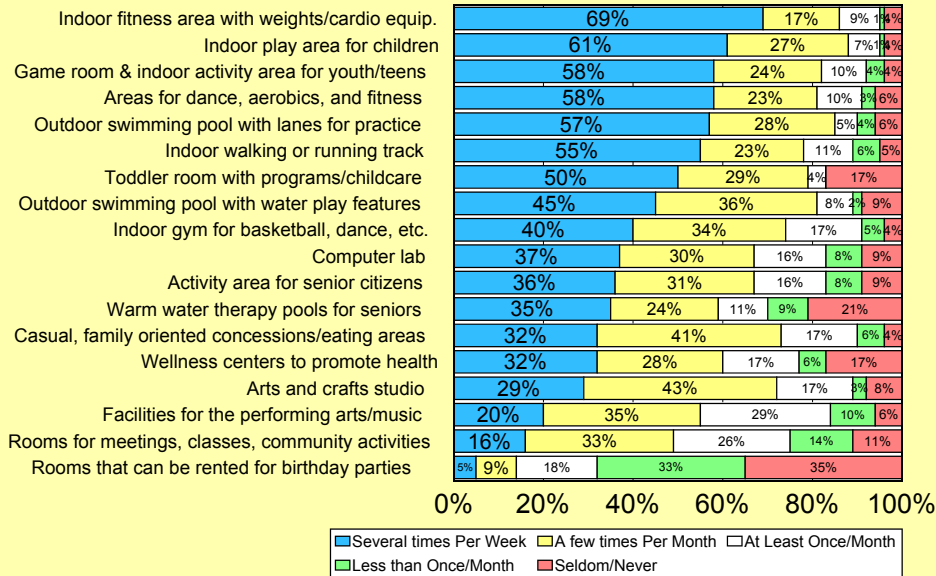
Estimated Number of Key Biscayne Residents Who Would Be Interested in Using Various Programming Spaces in a Community Center

mean number of participants per household from survey results applied to 4,259 households according to the 2000 U.S. Census



How Often Residents Would Use Various Programming Spaces in a Village Community Center

by percentage of residents who would use the space



Source: Leisure Vision/ETC Institute (May 2002)

Estimated Number of Potential Visits Per Year Key Biscayne Residents Could Make to a Community Center to Use Various Programming Spaces

survey results adjusted and applied to 4,259 households according to the 2000 U.S. Census
numbers reflect maximum market size

Adjusted Frequency of Use in Days Per Year	DAYS PER YEAR					mean # persons per HH who will use	# of Key Biscayne Households	TOTAL VISITS/YR	Avg. Visits Per Day
	52	12	6	2	0				
Stated Preference for Frequency of Use	% Several times Per Week	% A few times Per Month	% At Least Once/Month	% Less than Once/Month	% Seldom/Never				
Indoor fitness area with weights/cardio equip.	69	17	9	1	4	0.9	4,259	147,498	404
Casual, family oriented concession/eating areas	32	41	17	6	4	1.32	4,259	127,617	350
Areas for dance, aerobics, and fitness	58	23	10	3	6	0.89	4,259	127,285	349
Outdoor swimming pool with lanes for practice	57	28	5	4	6	0.87	4,259	123,684	339
Indoor gym for basketball, dance, etc.	40	34	17	5	4	1.08	4,259	119,593	328
Outdoor swimming pool with water play features	45	36	8	2	9	0.75	4,259	90,206	247
Game room & indoor activity area for youth/teens	58	24	10	4	4	0.61	4,259	87,604	240
Facilities for the performing arts/music	20	35	29	10	6	1.23	4,259	86,646	237
Indoor walking or running track	55	23	11	6	5	0.63	4,259	86,237	236
Indoor play area for children	61	27	7	1	4	0.47	4,259	70,861	194
Arts and crafts studio	29	43	17	3	8	0.78	4,259	70,825	194
Computer lab	37	30	16	8	9	0.61	4,259	62,248	171
Rooms for meetings, classes, community activities	16	33	26	14	11	0.85	4,259	51,117	140
Wellness centers to promote health	32	28	17	6	17	0.43	4,259	38,715	106
Activity area for senior citizens	36	31	16	8	9	0.31	4,259	31,106	85
Warm water therapy pools for seniors	35	24	11	9	21	0.29	4,259	27,074	74
Toddler room with programs/childcare	50	29	4	0	17	0.2	4,259	25,315	69
Rooms that can be rented for birthday parties	5	9	18	33	35	0.85	4,259	19,621	54

Source: Leisure Vision/ETC Institute (May 2002)

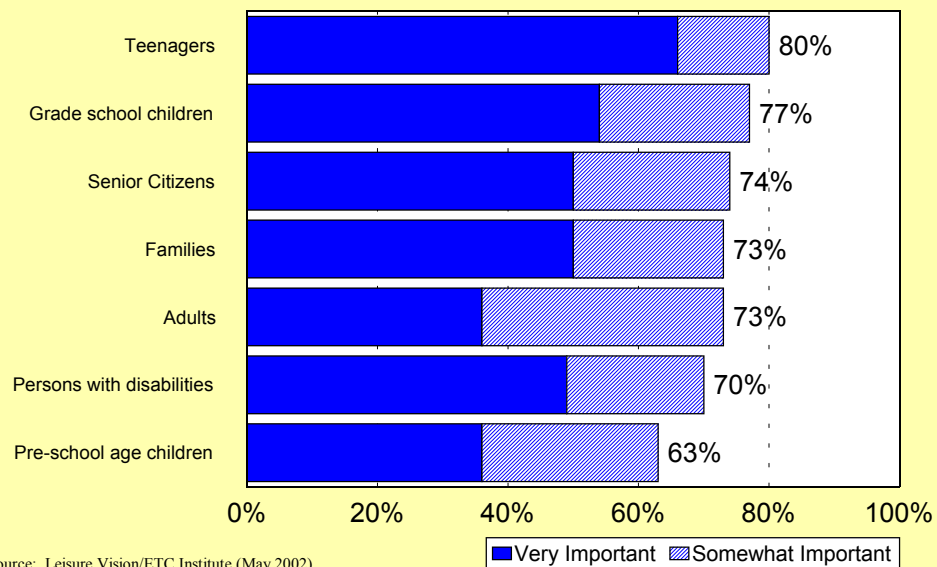
Task 3:

Determine Who Residents Think a Community Center Should Be Designed to Serve

Source: Leisure Vision/ETC Institute (May 2002)

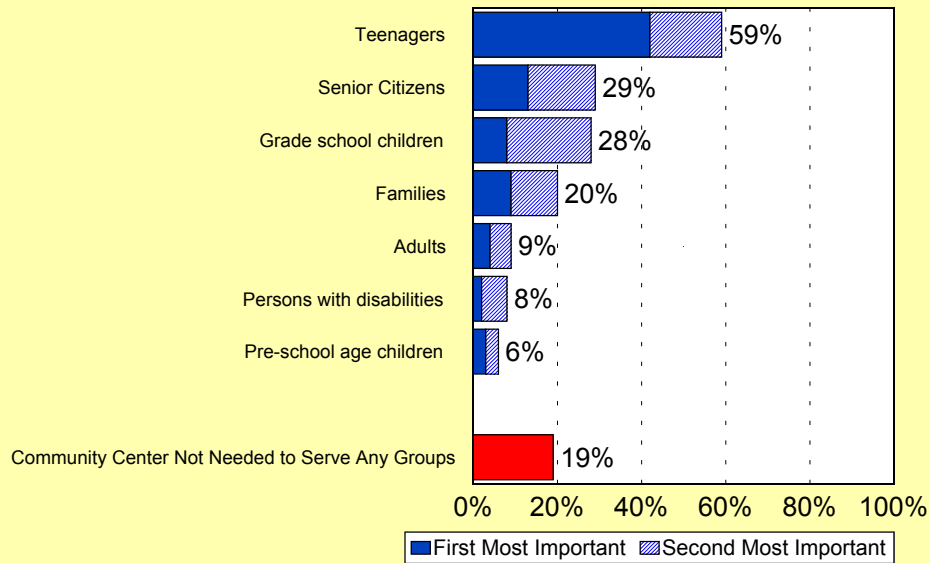
How Important Residents Think It Is to for a Community Center in the Village of Key Biscayne to Serve Various Groups

by percentage of respondents



Most Important Groups to Serve with a Community Center in Key Biscayne

by percentage of respondents who selected the group as one of their top 2 choices



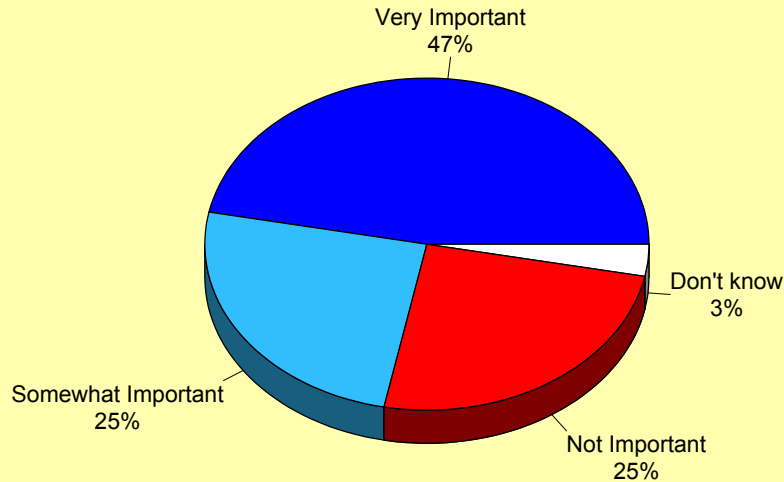
Task 4:

Determine How Important Residents Think It Is to Develop a Community Center and Whether They Are Willing to Pay for a New Facility

Source: Leisure Vision/ETC Institute (May 2002)

How Important Residents Think It Is to Develop a Community Center in Key Biscayne

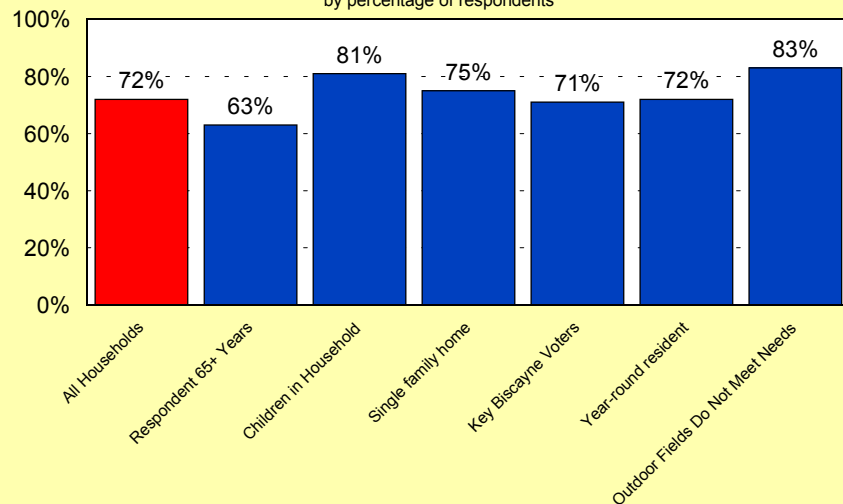
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

Percentage of Residents Who Think It Is Very or Somewhat Important to Develop a Community Center in Key Biscayne By Demographic Group

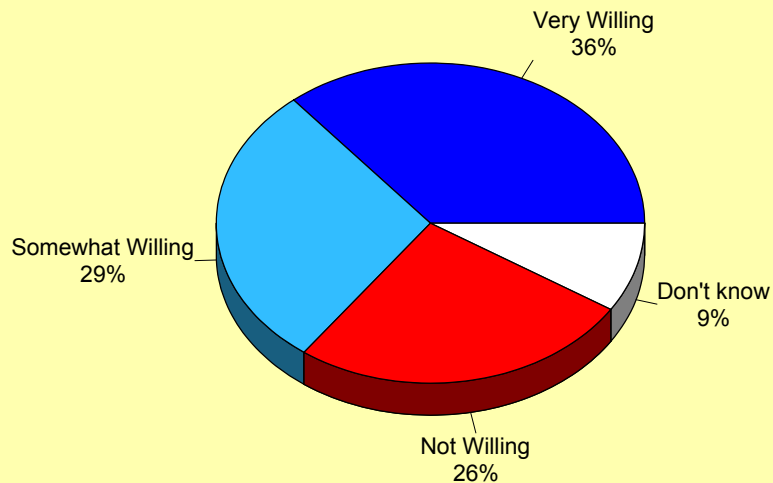
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

How Willing Residents Would Be to Fund the Construction and Operation of a Community Center with Local Tax Dollars If Tax Rates in the Village of Key Biscayne Remained the Same

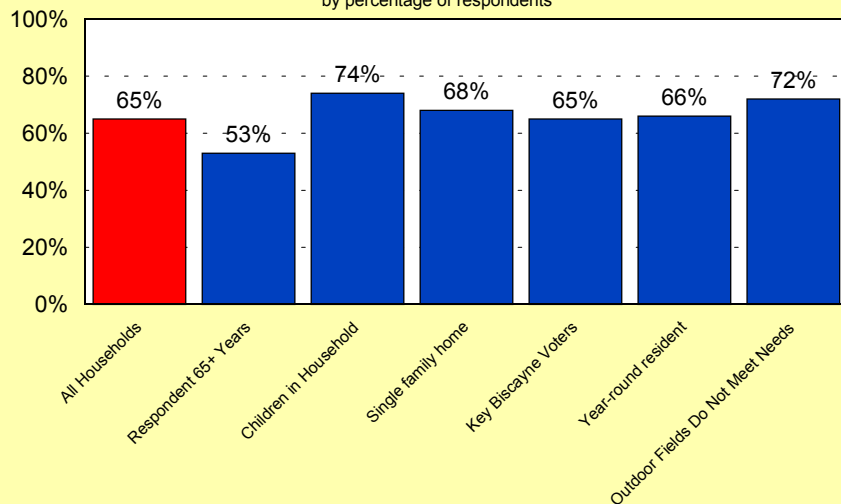
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

Percentage of Residents Who Were Very or Somewhat Willing to Fund the Development of a Community Center with Local Taxes if the Tax Rate in the Village of Key Biscayne Remains the Same

by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

Task 5:

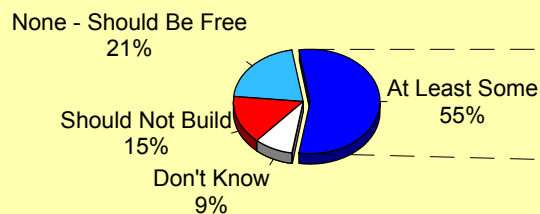
Determine How Much Residents Think Should Be Charged to Use a Community Center

Source: Leisure Vision/ETC Institute (May 2002)

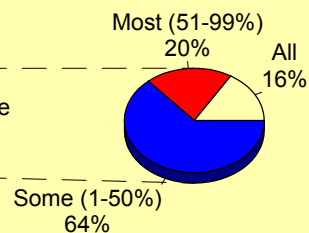
What Portion of the Costs of Operating a Community Center Should Be Paid by Memberships and User Fees?

by percentage of respondents

What Portion Should Be Paid By User Fees & Memberships?



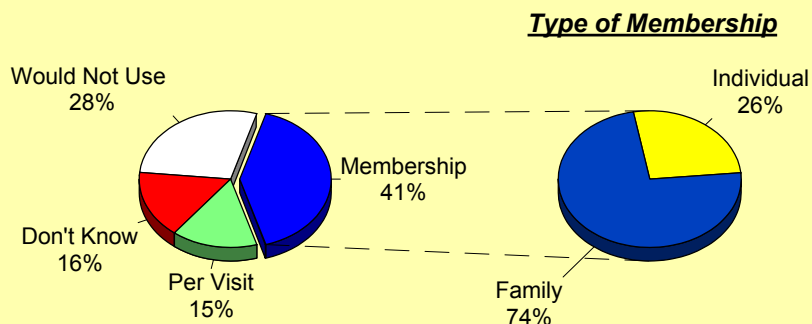
How Much?



Source: Leisure Vision/ETC Institute (May 2002)

How Residents Would Prefer to Pay to Use Recreational and Wellness Components of a New Community Center in Key Biscayne

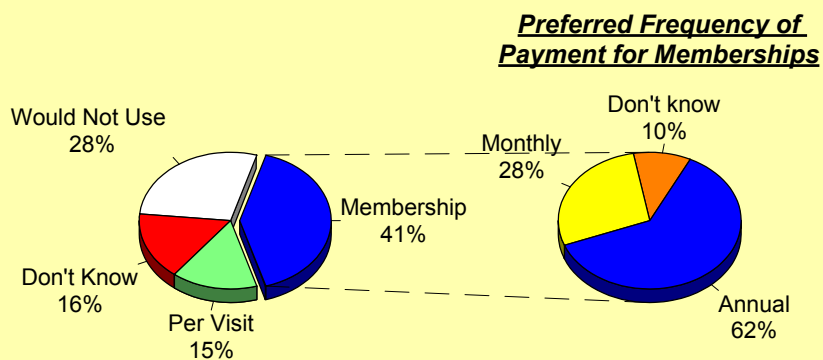
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

How Residents Would Prefer to Pay to Use Recreational and Wellness Components of a New Community Center in Key Biscayne

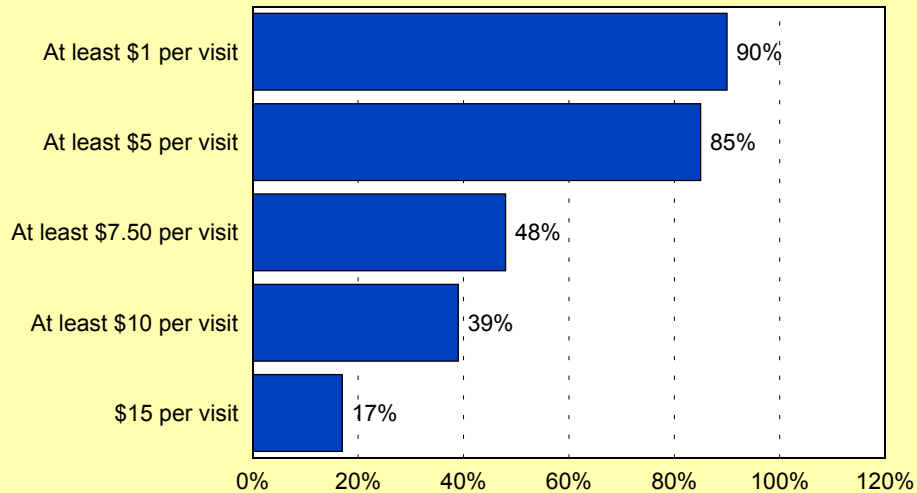
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

How Much Residents Would be Willing to Pay PER VISIT to Use Wellness and Recreational Elements of a Community Center

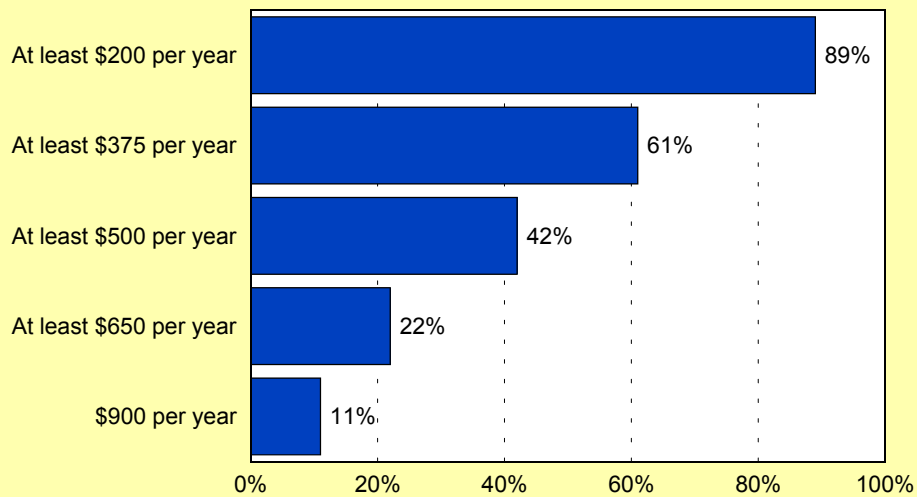
by percentage of respondents who would preferred the PAY PER VISIT Option (excluding don't knows)



Source: Leisure Vision/ETC Institute (May 2002)

How Much Residents Would be Willing to Pay for an ANNUAL FAMILY MEMBERSHIP to Use Wellness and Recreational Elements of a Community Center

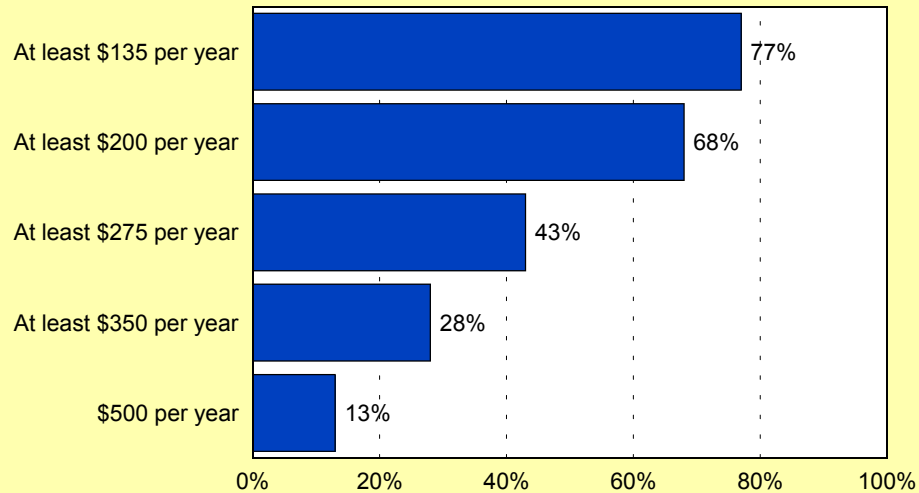
by percentage of respondents who would use the facility (excluding don't knows)



Source: Leisure Vision/ETC Institute (May 2002)

How Much Residents Would be Willing to Pay for an ANNUAL INDIVIDUAL MEMBERSHIP to Use Wellness and Recreational Elements of a Community Center

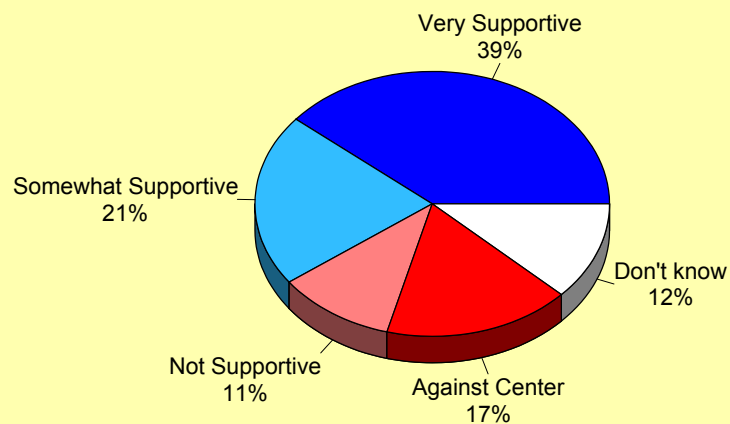
by percentage of respondents who would use the facility (excluding don't knows)



Source: Leisure Vision/ETC Institute (May 2002)

How Supportive Residents Are of Charging a Reduced Rate for Membership to Seniors and Persons with Low Incomes

by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

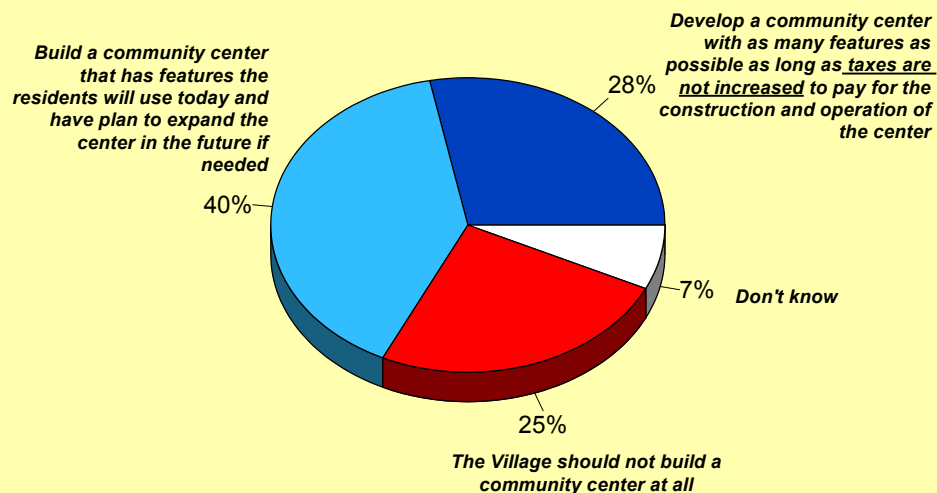
Task 6:

Determine the Community's Preferred Course of Action Regarding the Development of a New Community Center

Source: Leisure Vision/ETC Institute (May 2002)

The Course of Action that Residents Would Like the Village of Key Biscayne to Pursue Regarding the Development of a Community Center

by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2002)

Summary

Source: Leisure Vision/ETC Institute (May 2002)

Summary

-) The Village of Key Biscayne should proceed with plans to develop an indoor community center that has the following areas at a minimum:
 - 5 a multipurpose indoor gymnasium
 - 5 an outdoor pool with lap lanes
 - 5 activity areas for youth/teen programs

-) To ensure the financial viability of the facility (i.e., ability to cover operating expenses) the Village should strongly consider the inclusion of the following:
 - 5 a indoor fitness or wellness center
 - 5 a concessions area
 - 5 areas for dance and/or aerobics

-) The Village of Key Biscayne should begin a plan to ensure the outdoor recreational needs of the community, particularly outdoor athletic fields, will be met over the next 5-10 years

Source: Leisure Vision/ETC Institute (May 2002)

Questions ???